



Team Coaching Analysis

Storefront Squad

Analysis Date: August 5, 2026

Maturity Scores

Product Discovery & Development	2/5
Adaptive Planning & Execution	2/5
Team Enablement & Strategic Alignment	3/5
Team Foundation & Culture	3/5
Delivery & Operational Excellence	4/5
Technical Excellence & Engineering Practices	4/5

Top Strengths

- Elite-level deployment capabilities with 0-5% change failure rate and 1-24 hour lead times, placing the team among top industry performers
- Strong psychological safety foundation where team members comfortably admit mistakes, ask questions, and challenge ideas across power gradients
- Mature engineering practices including trunk-based development, feature flags, 75-90% automated test coverage, and automated code quality enforcement
- Excellent cross-functional collaboration and hybrid work equity, with remote and in-office members having equal access to information and decision-making

Key Growth Opportunities

- Bridge the gap between elite deployment speed and product impact by establishing outcome measurement and systematic customer discovery practices
- Reclaim capacity from the 30-45% overhead burden through a targeted meeting and process audit, then reinvest recovered time in high-leverage practices like learning, refactoring, and discovery
- Close the loop between existing planning ceremonies and data-driven decision-making by actively using flow metrics and velocity trends to inform commitments

Strengths by Category

Product Discovery & Development

- Team has foundational experimentation capability including A/B testing and some prototyping activity, demonstrating willingness to validate
- Awareness of modern discovery practices like dual-track agile and hypothesis-driven development provides conceptual readiness for growth
- Consumer storefront context provides inherent opportunities for user feedback and behavioral data collection

Adaptive Planning & Execution

- Regular backlog refinement sessions are established as a consistent practice, providing a structural foundation for planning improvements
- Clear Definition of Done (4/5) provides a solid standard for consistent quality and completion across all work items
- Team breaks work down into tasks with estimates and discusses feedback, showing foundational planning structures are in place
- Some flow metrics infrastructure exists (cycle time and age tracking reported by at least one assessor), indicating measurement awareness

Team Enablement & Strategic Alignment

- Strong toolchain integration (4/5) minimizes context switching and supports developer flow state effectively
- Excellent cross-functional collaboration across disciplines (4/5) enables smooth delivery without significant internal delays
- High tooling autonomy empowers the team to select and optimize their own tools, supporting ownership and effectiveness
- Strong hybrid work equity (4/5) with remote and in-office members having equal access, creating an inclusive and fair environment

Team Foundation & Culture

- Psychological safety is consistently strong (4/5) across all assessors — team members feel comfortable asking questions, admitting mistakes, and challenging leadership decisions, creating genuine conditions for healthy debate
- Clear team purpose and mission well understood by most members, providing meaningful alignment and context for daily work
- Active cultivation of diverse perspectives, with different backgrounds and thinking styles genuinely encouraged in problem-solving

Delivery & Operational Excellence

- Elite DORA performance with sub-24-hour lead time and 0-5% change failure rate demonstrates exceptional deployment quality and pipeline efficiency
- Proactive alerting and monitoring catches issues before user impact, demonstrating operational maturity well beyond basic monitoring
- High deployment confidence (4/5) reflects mature processes, strong automated testing, and psychological safety around releases
- Solid observability foundation with metrics, logs, and basic tracing provides effective debugging and system health visibility

Technical Excellence & Engineering Practices

- Advanced version control with trunk-based development and feature flags enables continuous integration and safe incremental releases
- Comprehensive test automation strategy covering unit, integration, and end-to-end testing with 75-90% code coverage, providing a strong safety net for changes
- Strong automated quality enforcement through static analysis and linting ensures consistent standards without manual review overhead

- Highly standardized and reproducible development environments eliminate environment inconsistencies and reduce onboarding friction

Growth Opportunities by Category

Product Discovery & Development

- Severely limited direct customer access (1/5) for a consumer storefront squad creates a fundamental gap — the team builds features without systematic ways to validate they solve real customer problems
- No post-release outcome measurement means the team cannot verify whether shipped features achieve their intended business impact, creating risk of efficiently building the wrong things
- Experimentation toolkit is narrow (primarily A/B tests) and discovery practices are sporadic rather than embedded as regular rhythms

Adaptive Planning & Execution

- Significant gap between having planning practices and executing them with discipline — velocity data exists but doesn't inform sprint commitments, WIP limits are set but inconsistently enforced
- Limited flow metrics beyond basic completion tracking prevent the team from identifying bottlenecks or understanding where time is actually spent in the workflow
- Retrospective insights are captured but not systematically tracked to completion, breaking the improvement feedback loop

Team Enablement & Strategic Alignment

- 30-45% overhead burden represents a substantial capacity loss that cascades across all other categories — it limits time available for refactoring, learning, discovery, and disciplined planning
- Critical knowledge remains person-dependent rather than systematically documented, creating bottlenecks and retention risk
- Shared objectives exist but don't consistently drive daily prioritization decisions, creating a gap between strategy and execution

Team Foundation & Culture

- Limited strategic autonomy (2-3/5) means the team rarely questions work priorities despite having the psychological safety and capability to do so — a capability-autonomy gap that leaves potential untapped
- Minimal structured learning time (2/5) means continuous improvement remains aspirational; the team has the trust and safety to grow but lacks the protected space and structure to do it

Delivery & Operational Excellence

- Post-incident review action items rarely get completed, breaking the learning loop despite having a blameless culture and good review practices
- Incomplete DORA metrics tracking — recovery time and change failure rate visibility gaps limit the team's ability to fully optimize reliability practices
- Lead time variance (1-24 hours) suggests inconsistencies that could be optimized for more predictable sub-hour deployments

Technical Excellence & Engineering Practices

- Refactoring practices are significantly underdeveloped (2/5) across all assessors, creating a growing risk of technical debt accumulation that could gradually erode the team's strong deployment and quality foundations
- Test suite feedback speed is moderate (3/5) and limits the rapid iteration cycles that the team's trunk-based workflow could otherwise enable

Recommendations

- Run a one-week team meeting and process audit, then collaboratively eliminate or shorten 25-30% of recurring overhead to reclaim capacity for the practices that matter most

- For your next three releases, define 1-2 outcome metrics before shipping and track them for two weeks post-launch — start building the habit of connecting deployment speed to business impact
- Introduce cycle time tracking for all work items and use a simple velocity dashboard showing the last 6 sprints as the explicit basis for sprint commitments
- Adopt a 'boy scout rule' for refactoring — every code change leaves touched code slightly better — and protect 15% of sprint capacity for dedicated technical health work
- Start a weekly cadence of 2-3 customer conversations with rotating team members to build direct understanding of customer problems

Improvement Suggestions

Run a one-week team overhead audit to identify and eliminate the top sources of non-value-adding time

Reclaim 10-15% of team capacity currently lost to overhead, creating space for learning, discovery, and technical improvement practices

All four team members consistently report a 30-45% overhead burden. This time poverty is the root constraint preventing the team from investing in the practices they know they need — better discovery, more refactoring, deeper planning, and structured learning.

Start a lightweight 'document-as-you-work' practice to reduce knowledge silos and person-dependencies

Critical knowledge becomes accessible to all team members, reducing bottleneck risk and improving onboarding speed

Knowledge accessibility is rated 3/5, with critical processes and domain knowledge depending on specific individuals. This creates hidden single points of failure and slows the team when key people are unavailable.

Define and track 1-2 outcome metrics for your next three releases to build the habit of connecting features to business impact

The team gains visibility into whether shipped features deliver intended value, enabling more informed prioritization and reducing risk of building low-impact features

The team ships with elite speed but has no systematic way to know if releases solve real customer problems or improve business metrics. All assessors identified this measurement gap as a critical blind spot for a consumer-facing product team.

Establish a weekly customer contact rhythm with 2-3 conversations per week using creative access strategies

Team builds direct understanding of customer problems, reducing assumption-based decisions and increasing the relevance of what gets built

Customer access is rated 1/5 across assessors — the lowest score in any category. For a consumer storefront squad, this disconnect between the team and the people they serve is a fundamental gap that limits all discovery practices.

Start each sprint planning with a 10-minute velocity review using the last 6 sprints of data as the explicit basis for commitments

Sprint commitments become more realistic and reliable, reducing the stress of overcommitment and building stakeholder trust through predictable delivery

The team tracks velocity but doesn't use it to inform planning decisions (rated 2/5). Multiple assessors identified the gap between having data and using it — commitments appear driven by optimism or external pressure rather than empirical evidence.

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